



LiA Impact Report: CraftHER 2026



Lorelai Lancksweert, LiA June - August 2026

CraftHER by Swara

CraftHER aims to empower women by providing a platform for cross cultural exchange, co creating strategies and opportunities for the growth and promotion of organisations championing gainful employment for women in an ethical and sustainable manner. Based in Kerala, India, the programme saw myself and five other scholars work with four partner organisations, namely: ForestPost, Self Employed Womens Association, Archana Women's Centre and Swara, Voice of Women as well as on our own Personal Project.

The Reason

To bring women from different walks of life together, to learn from each other, sharing ideas, stories and perspectives, creating a platform for collaboration and cross-cultural exchange
For the Organisations: Providing support and promotion for organisations creating economic opportunities for women, empowering and bringing them together.
For the Scholars: Furthering self-growth and development by widening perspectives, learning from outside our bubble and creating ethical leaders.

My Role

Myself and five other scholars worked on mini consulting projects for each of the four organisations, working with the women and leadership in order to provide genuinely useful and immediately usable outputs. For the most part this involved marketing and media posts as well as business proposals and fundraising strategies. We also each individually worked on our personal projects which we presented in the last week.



SMART Goals



Mini Consulting Project 1: Forest Post

The deliverables for this organisation included a blog post written by each scholar describing their experience at ForestPost as well as three interviews of women met throughout the week tailored for instagram as reels to help promote and develop their brand and story on social media

As a team we prepared, shot and edited a series of three reels. In talking with the founder we established what would be more useful to their social media strategy rather than three interviews was a source to product type video, a trailer type video and one interview reel. Working in teams of two we completed all the deliverables including individual blogs on time and in line with the founders vision

Mini Consulting Project 2: SEWA

In addition to individual blog posts we were asked to create reels, carousel posts, explanatory blogs for each of the three selected initiatives (Palliative care, SEWA Livelihood and the Rural Centre) as well as a development plan specifically for the Rural Centre in order to make it hosting ready, increasing the economic potential

Despite challenges the team managed to complete a large portion of the deliverables. The initial brief appeared rather overwhelming so in discussion with the organisation we cut back on the creation of reels and focused mainly on informative social media outputs and the development of the rural centre. Improved focus on the most important outputs meant more thought through and elaborate solutions which were well received by the organisation. We still managed to create some reels but focused on the carousel posts, blogs and development strategies

Mini Consulting Project 3: AWC

Developing a business case for an online shop including financial analysis and preview, as well as a general fundraising and social media strategy. Individual blog posts were again included as deliverables to be used by the organisation in order to drive traffic to their sites and pages.

We successfully delivered the outputs, crafting the formats to best fit the demands of the organisation. Once again we found it most efficient to split into teams in order to deliver the best outputs. The website business case and financial analysis was difficult due to a lack of cohesive pricing but we managed to provide a basic idea of how the front and backends would work as well as a preview.

Mini Consulting Project 4: Swara

Designing a collection for the brand working with the tailors and fabrics, including a social media launch. Creative freedom was given in regards to the design. With the question of the impact of the organisation as well as with my fellow scholars, I believe I personally decided to work on a business case for selling products in an international market as well as a fundraising strategy. In particular a collaborative mindset and the feeling of responsibility towards being a global citizen due to the

Each scholar designed their own pieces for the collection and decided on their outputs with two scholars working on the social media strategy for the collection. Personally I attempted to develop a pilot programme for products in interntaional markets working around the problems of minimal ability to take on financial risk and ability to stock certain products. I created a business case for selling to fair trade retailers as well as a fundraising strategy using awards and funds via competitions.

Personal Project

Our last week was spent preparing a presentation for the wider community. I personally decided to use the opportunity to prototype and begin the launch of a patients clothing company, including the design and creation of a prototype and developing the business plan. I felt driven, for the most part, by my curiosity, wanting to learn as much as I could about the women and their perspectives. I enjoyed discovering a way of life entirely different from my own, and I was pushed to strengthen my bravery as I faced spiders the size of my face and rising floodwaters. I felt that every experience and conversation contributed to my personal growth and shaped my character. I was determined to leave the organisations with genuinely useful and usable outputs that were realistic and suited to their current capacity. My curiosity played an important role in this, as asking questions about the organisations' missions and aims helped me understand what would be most valuable to them. This allowed me to ensure that the deliverables were not only relevant, but genuinely useful and achievable for the organisations.

Building on and learning from the mistakes of my mothers company which closed due to the expense of production of the patient clothing, I created a new, simpler design and took it to a tailor to be made. We encountered several issues with the prototypes but finally managed to create a piece I could properly pitch. I worked on the business plan and the beginnings of a marketing strategy and presented all this at the end of the week.

The 3 Cs

Capacities

Through my interactions with the women at the heart of the organisations, as well as with my fellow scholars, I believe I have been able to develop my 'People' capacities. In particular, I have strengthened my collaborative mindset and my sense of responsibility towards being a global citizen, through the teamwork involved in developing the consulting outputs alongside both the scholars and the organisations. This experience also renewed my awareness of the impact that individual actions can have on the wider community.
My 'Process' capacities have been developed throughout the work on the mini consulting outputs, as well as through my own individual projects. For similar reasons, I feel that I have further developed my critical thinking and reflection, as well as my creative ideation, within my 'Performance' capacities. This was largely due to the nature of the work, which required me to develop solutions that were not only creative, but also genuinely feasible and manageable within the organisations' existing capacities, while fully aligning with their vision.

Changemaker Values

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Character Dimensions

The LiA gave me the opportunity to put into action the character dimensions talked about in the OCP sessions. My courage and drive were tested by adverse conditions, in spite of these I strengthened my resolve to deliver useful and genuine outputs and learn from the women I was surrounded with. I practiced my humanity and humility in my daily interactions by being genuinely interested and in order to better understand women from an entirely different culture than myself. I feel that I carry the flame of transcendence in the drive to create positive change for these women as well as the wildlife and environment I found myself immersed in during these 6 weeks. I was grateful for the opportunity to exercise collaboration in the teamwork and exchange involved with every aspect of the programme.